MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2016/2017

BET2014 – BUSINESS ETHICS

(All sections / Groups)

24 FEBRUARY 2017
3.00 pm – 5.00 pm

(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This Question paper consists of 3 pages with 5 Questions only.
2. Attempt **FOUR** out of **FIVE** questions . All questions carry equal marks and the distribution of the marks for each question is given.
3. Please write all your answers in the Answer Booklet provided.

QUESTION 1

a) Coca Cola Code of Business conduct: "Integrity is fundamental to the Coca-Cola Company. Along with our other values of leadership, passion, accountability, collaboration, diversity and quality, it is a pillar of our Manifesto for Growth. The Code of business conduct addresses our responsibilities to the Company, to each other, and to customers, suppliers, consumers and governments. Coca Cola insists on honesty, loyalty and fairness in all aspects of its business. We all must follow the law, act with gratitude and improve ourselves in all matters, and be responsible for our actions." From the excerpt above, identify and explain any **FOUR (4)** ethical principles in the mixed framework established by Ross (1930).

(10 marks)

b) Define Integrity. Donald Zauderer listed thirteen specific behaviors that can help identify the level of integrity in individual actions. In a short essay, list and discuss **SEVEN** (7) of these specific behaviors.

(15 marks)
(TOTAL: 25 marks)

QUESTION 2

a) Define stakeholder. There are four (4) critical areas in the relationship between the firm and the customers in which ethical behaviour must be the norm. Explain these **FOUR (4)** critical areas.

(10 marks)

b) Discuss any **FIVE (5)** typical decisions made by board members.

(10 marks)

c) Name and compare different types of directors from least involved to most involved.
(5 marks)

(TOTAL: 25 marks)

Continued .....

QUESTION 3

a) Define the environmental sustainability. Explain the major challenges facing each type of economy based on sustainability issues, according to Hart.

(10 marks)

b) There are four schools of ethical thoughts. Explain them.

(10 marks)

c) In a short essay, discuss the privacy of customers and the importance of protecting customers' information.

(5 marks)

(TOTAL: 25 marks)

QUESTION 4

a) Discuss how an organization can change the ethical values based on the three stage model.

(9 marks)

b) What are the management's responsibilities in changing the corporate culture?

(6 marks)

c) Explain **THREE (3)** reasons why accurate financial reporting is needed in business.

(10 Marks)

(TOTAL: 25 marks)

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QUESTION 5

a) What are the **FOUR (4)** types of statements a company may adopt to communicate the corporation's view on ethics?

(10 marks)

b) Although ethics training programmes vary from firm to firm in past because of differences in external pressures and the vision of the top managers within a firm, they are still gaining much popularity. Provide any **FIVE (5)** goals of ethics training program.

(10 marks)

c) Explain **FIVE (5)** benefits of managing ethics in the workplace.

(5 marks)

(TOTAL: 25 marks)

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